

Rosie's House

A MUSIC ACADEMY FOR CHILDREN



Impact Report



2016 - 2017

Dear Friends of Rosie's House:

On behalf of our Board of Directors, faculty artists and students at Rosie's House, I thank you for your generosity in supporting equitable access to music education.

Through your support, you have shown that you believe in investing in Arizona youth, and that you believe that all students, regardless of their economic challenges, deserve access to life-changing resources. Together, over the past 22 years, we have created one of the largest 100% free music conservatories in the nation.

For Rosie's House, this has been another remarkable year. We closed the fiscal year on a high note, with a 27% increase in revenue from fiscal year 2016 to fiscal year 2017. Beyond our financial successes, Rosie's House developed new partnerships in the community, launched a new Wind Ensemble program, installed a state of the art Propel Piano Lab, and continued to deliver on our mission of transforming lives through providing equitable access to the power of music education.



Rosie's House faculty member Dr. French with her horn students.

During the 2016-2017 program year, Rosie's House provided a robust music education program to youth; providing over 14,940 free music lessons to our 425 enrolled youth with our nine programs:

- 1) Propel Piano
- 2) Strive String
- 3) Aim Winds
- 4) Core Choir
- 5) Mariachi Floreciente
- 6) Arts Achieve
- 7) Musicians Active in Community
- 8) Musicians Mentoring in Classrooms and
- 9) College Path.

Mission Supporting Data:

- Confidence, Leadership and Group Work were the top 3 areas that parents reported seeing an impact after a year of participation.
- 100% of graduating seniors from Rosie's House in 2017 are now enrolled in college and credit Rosie's House with their success. Two students are on scholarship studying music at Arizona State University Herberger School of Music.

We invite you to view our new website rosieshouse.org for our **Institutional Video** and **Founder Video**; both videos will uplift your spirits and provide you with the rich history and impact of our mission.

Our success in our classrooms and in our community are only possible because of you. Thank you for supporting our students.

Sincerely,

Becky Bell Ballard
Chief Executive Officer

P.S. Rosie's House students perform over 60 concerts each year. I hope to see you at an upcoming concert!



Becky Bell Ballard

2016-2017 Board of Directors:

Michael Lang, President; *Jennings Strouss*

Chip Wise, Past-President; *Vizient, Inc.*

Christina Nordvall, Treasurer;

PricewatershouseCoopers, LLC

RaeAnne Marsh, Secretary;

INBusiness Magazine

Karen Bea; *The Phoenix Symphony*

Nick Kirby; *Snell & Wilmer Law Offices*

Theresa Esparza; *On Semiconductor*

Tim Fontes; *Polsinelli*

John Reimer; *Stellar Capital Management*

Marisol Ruiz; *Chicanos Por La Causa*

Derren Thompson; *First Western Trust*

Amelia Valenzuela; *Quarles & Brady*

Sarah Weiss; *Elite Roofing*

David Weinglass; *APS*

President's Council

Lee Fraley; *Snell & Wilmer Law Offices*

Dr. Kimberly Marshall; *Arizona State University*

Mark Alan Greenburg; *Tresona*

Staff

Becky Bell Ballard, Chief Executive Officer

Catherine Reid, M.Ed., Program Director

Violeta M. Ramos, Program Manager

Jennifer Blum, Development Manager

Founders

Rosebell "Rosie" & Woody Schurz

2016 - 2017 Faculty

Mr. Josh Bennett, clarinet

Dr. Tom Breadon, bassoon

Ms. Caitlyn Corbett, violin

Mr. Perry Chacon, Mariachi

Mrs. Hanah Charbonneau, piano & choir accompanist

Dr. Steve Cook, piano

Dr. Rose French, horn*

Ms. Naoko Garrison, piano

Mrs. Snezana Krstic, piano

Mrs. Holly Kordahl, piano*

Mrs. Christine Kyhn, choir*

Ms. Hayne Lee, cello

Dr. Ryan LeMoine, saxophone

Mr. Greg Lloyd, trumpet

Dr. Tony Masiello, clarinet

Ms. Jamilyn Richardson, violin

Mr. Jerry Rulon-Maxwell, guitar

Mr. Michael Smith, Mariachi

Ms. Patty Waxman, violin

Ms. Allyson Wuenschel, viola

Mrs. Katie Valadez, flute

Mr. Masaru Sakuma, choir accompanist

*Department Head

♪ SUPPORTER OF NOTE

Harriet Ivey, a champion for arts & culture in Arizona and Indiana, supports Rosie's House. Here's why:



"I believe in the transformative power of music education because I have lived it first-hand. Many people don't know that I studied flute and piano at the University of Wisconsin.

I was recently reflecting on a rehearsal I had with the great wind band conductor Frederick Fennel. I learned so much in that rehearsal session about collaboration, listening and working together to create something extraordinary, I took that lesson with me and have applied it to my life and work.

It is inspiring to realize that Rosie's House students are having these life-changing experiences each and every day. I am so proud to give to an organization that is centered in equitable access to the performing arts. The arts are truly transformative and I believe that all students should have access to these experiences. I know that the experiences children have at Rosie's House will benefit and enrich their lives forever." - Harriet Ivey



♪Bravo to these Special Projects

Martha Gonzalez Residency



Rosie's House, in partnership with ASU Gammage, hosted a year-long residency with Grammy winning artist Martha Gonzalez.

Throughout the year, Rosie's House students learned the art of collective song-writing. The residency culminated in a concert with Martha Gonzalez at the Herberger Theater in Phoenix.

MIM + CMA Foundation



Country Music Award winner **Hunter Hayes** opened a new exhibit celebrating the 50th Anniversary of the CMA Awards at the Musical Instrument Museum in Phoenix. Rosie's House students **Rosaria** and **Salvatore Papandrea** joined Hayes in opening the exhibit. The brother/sister duo performed on piano and violin. Rosie's House is a CMA Foundation beneficiary.

Arts Congress



Rosie's House students, staff and board members attended Arts Congress, an annual event organized by the Arizona Citizens for the Arts. Arts and culture advocates, patrons, educators, business people, and arts leaders gather on one day each year at the State Capitol while the Arizona State Legislature is meeting to speak directly to their state legislators about the importance of support for arts and culture in our state.



"Attending the State Capital for **Arts Congress** was an eye opener because I didn't really understand how the arts fit into the bigger picture. I learned at Arts Congress that the arts are a necessity to have in our education. Since Arts Congress, I have thought more about advocacy and believe that being part of your community and being involved gives you a voice." – Perla, Age 16

♪ NUMBERS OF NOTE

2016-2017 Program Year

425+ The number of students enrolled at Rosie's House during the program year

14,940+ The number of lessons taught

60 + The number of recitals, concerts, master classes and special events

Student Demographics

68% Hispanic

12% African American

9% Caucasian

1% Native American

10% other

Income Classification

100% Of families are classified as low income by HUD Guidelines

Organization

4 Staff members

21 Music faculty members

\$613,000 Rosie's House 2016-2017 Operational Budget.

Click [HERE](#) for Audited Financial Statement for Fiscal Year 2017.



Rosie's House 2017 Ovation Gala

♪ NOTEWORTHY

2016-2017 PROGRAM YEAR

♪ **September 2016** – Rosie's House begins the year with over 425 students ages 5-18 enrolled in piano, choir, strings, winds and mariachi.

♪ **October 2016** – Rosie's House is selected to participate in a year-long residency with Grammy Award winning artist Martha Gonzalez.

♪ **October 2016** – Rosie's House students are selected to perform at the Mayor's Arts Awards.

♪ **December 2016** – Rosie's House performs at Phoenix Art Museum and Beautitudes Campus as part of our Musicians Active in Community (MAC) Program, this service learning program teaches our students the value of giving back.

♪ **February 2017** – Rosie's House string students and piano students participate in master classes with the Faure Quartet. This lesson format is like a lesson with an audience, and Rosie's House welcomed 75 guests on our campus to watch.

♪ **March 2017** – Rosie's House performs at Banner Medical Center through the MAC Program.

♪ **April 2017** – Rosie's House performs at the Herberger Theater alongside grammy-award winning artist Martha Gonzalez.

♪ **May 2017** – Rosie's House hosts our annual Ovation Gala raising \$70,000.

♪ **May 2017** – 100% of our graduating seniors will be attending college.



Claudia Sanson
2017 Graduate

"Music inspires me ... I cannot put into words what I feel when I play music. I am so happy I spent 12 years of my life at Rosie's House. RH opened so many doors for me and has made me the person I am this day. I learned how to be responsible, and I learned that hard work is worth it."

Organizational Partners

Partners who provided educational experiences and field trips:



Phoenix
Chamber
Music
Society



Institutional Supporters

Supporters who provided generous resources:



♪ Donor Honor Roll

\$100,000 and above

Virginia G. Piper Charitable Trust

\$50,000 and above

The Steele Foundation

\$35,000 and above

The CMA Foundation

\$25,000- \$34,999

Central United Methodist Church
(In-Kind)

Marcella Clark

Karen and David Divine

R&M Clark Family Foundation

\$15,000- \$24,999

Arizona Commission on the Arts
City of Phoenix: Office of Arts and
Culture

SRP Boosters

Western Refining

\$10,000 - \$14,999

Suzanne Drescher-Mulzet and

Mark Mulzet

Harriet Ivey and Dick Brashear

Molly Blank Donor Advised Fund

Zohreh Sotoodeh and

H. Rafi-Zadeh

The USAA Foundation

The Van Buren

Twiford Foundation

\$5,000—\$9,999

Anonymous

Desert Foundation Auxiliary

Employees Community Fund
of Boeing Mesa

Barbara and Seth Franzman

Kax Herberger Rosie's House
Designated Fund

Susan Kenny Stevens and
Patrick Stevens

Ellen and Bob Kirschenbaum

Phoenix Suns Charities

The Arizona Republic/12 News
Season for Sharing

Thunderbirds Charities

Volunteer Nonprofit Service
Association



Special thank you to our **Keys to the Future** Campaign supporters. Your generosity provided Rosie's House students with a state of the art piano lab.

\$2,500—\$4,999

Arizona State University

Alumni Association

Charles W. & Patricia S.

Bidwell Charitable

Foundation

Crescent Ballroom

D'Addario Foundation

First Western Financial, Inc.

Kinder Morgan Foundation

Christina Nordvall

Pendleton Memorial Fund

PricewaterhouseCoopers

The Law Offices of

Snell & Wilmer

The Mary Carla Charitable Trust

The Resource Link, Inc

Troon Golf, LLC

Wespac Construction, INC

Suzanne Williams-Richards and

Donald Williams

Zicarelli Foundation

\$1,000 - \$2,499

Michelle and Timothy Abraham

Anonymous

Arizona Lottery

Uta Monique Behrens

Dorothy and Michael Blaire

Oonagh and John Boppart

Joanne Caudill

Colten Cowell Foundation

John and Joan D'Addario

Duttlinger Foundation: A Fund of
American Endowment Foundation

Theresa Esparza

Marcia Fine and Skip Feinstein

Fenix Financial Forensics LLC

\$1,000 - \$2,499 (cont.)

Judith and Herb Gold

Joyce and Neil Goldstein

Betsy and Kenneth Gometz

Hudye Group LP

Lynn G. Hagman

Ellen and Ralph Hirsch

Leah and Wayne Hoover

Jennings Strouss Foundation

Lynn and Larry Kahn

Christina Koehn

Sarah and Michael Lang

Karen and Joel Levitz

Luckyman Concerts, LLC

Live Nation Worldwide, Inc.

Local First Arizona Foundation

Anne Lorimor

Kimberly Marshall and

Adam Zweiback

Patricia A. McDowell

McGraw Hill Financial / S&P Global

Lynn Mitchell

Palais Charitable Foundation

Anna and Dale Reeves

Kathy and John Reimer

Relentless Beats

Rosie Schurz

Steven and Kristine Shanker

Ann Stanton and Robert Haddock

Gail and Daniel Tenn

The Allyn Family Foundation

The Orpheus Male Chorus

Jane and Wallace Thorne

Tim & Willy Kids Fun-dation

Unitarian Universalist

Congregation

Jeanine and David Weinglass

Robin and Stephen Woodworth



Rosie's House 
 A MUSIC ACADEMY FOR CHILDREN

Physical Address: 1875 N. Central Avenue,
 Phoenix, AZ 85004

Mailing Address: P.O. Box 13446,
 Phoenix AZ 85002

Phone:

602-252-8475

Website:

www.rosieshouse.org